



Obesity Prevention in San Diego County

Health and Human Services Agency
County of San Diego

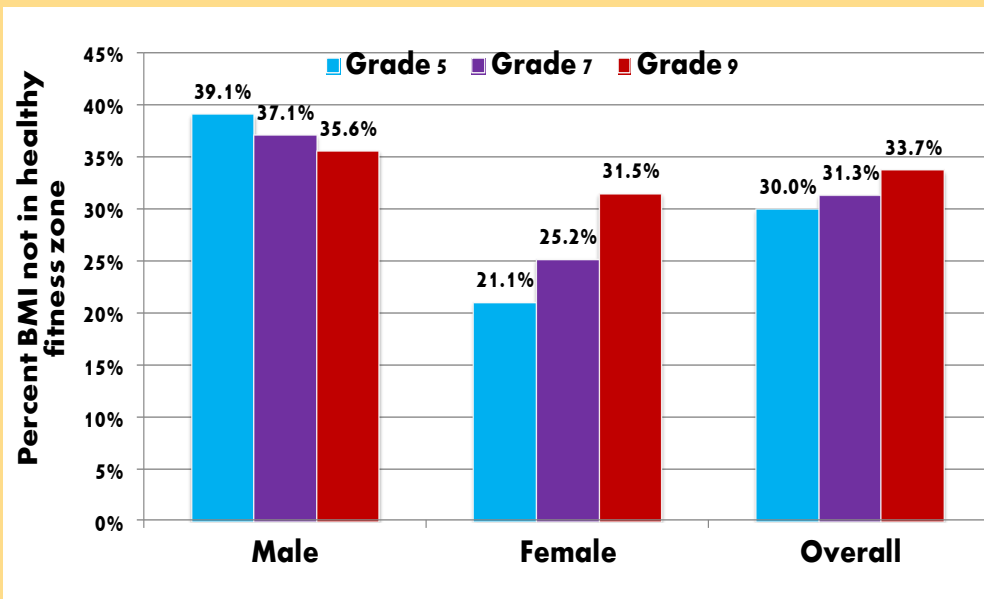
August 15, 2013

Dean Sidelinger, MD, MEd



Childhood Obesity Efforts

Overweight among SD Children and Adolescents by Gender, 2004-2005



2002

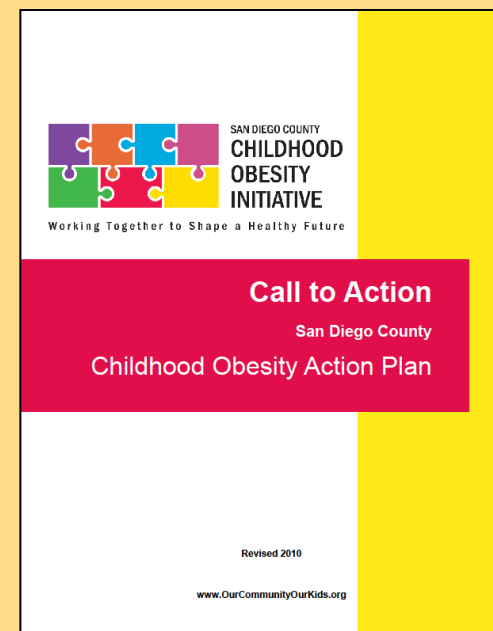
Childhood obesity recognized as a priority; creation of the Coalition on Children and Weight San Diego

2004

With support from Supervisors Roberts & Slater-Price, San Diego County Bd of Supervisors supports creation of a childhood obesity "master plan"

2006

Call to Action: San Diego County Childhood Obesity Action Plan; San Diego County Childhood Obesity Initiative launched



San Diego County Childhood Obesity Initiative



Mission: To reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.



Selected Policy/Environmental Group Outcomes



Navy Children and Youth After School Program at Recreation Center

Outcomes

Students wanted healthier food options and access to drinking water. Healthier food options were added in the cafeteria and outside carts, as well as water stations.



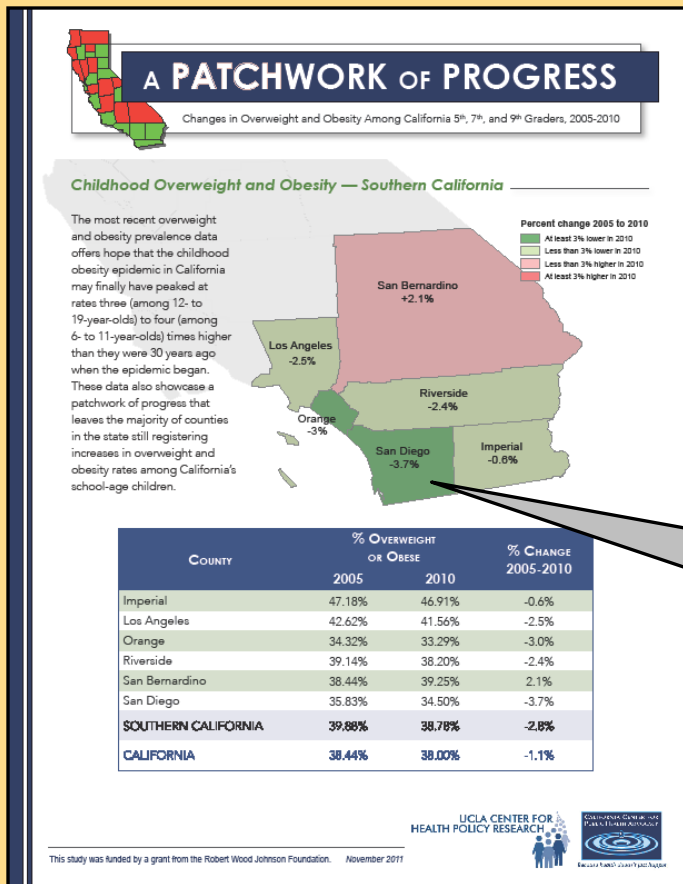
Muslim girls advocated for female-only PA opportunities at the YMCA. YMCA developed special program for weekly swim session, after regular hours, with female lifeguard.

Research

Study conducted by San Diego State University



We Are Seeing Results



- We are all working together
 - Across the county
 - Across sectors
 - Toward common goals

Between 2005 and 2010, San Diego County saw a reduction in the prevalence of childhood overweight and obesity of 3.7 percent.

County-wide Collective Impact



It's Bigger than Childhood Obesity...

BUILDING BETTER HEALTH

Did you know...

3
Lead to

BEHAVIORS

NO EXERCISE
POOR DIET
TOBACCO USE

4
Result in

DISEASES

CANCER
HEART DISEASE
TYPE 2 DIABETES
LUNG DISEASE

OVER 50

PERCENT

OF
DEATHS IN
SAN DIEGO

Change your life by...

- WALKING FOR 30 MINUTES EACH DAY
- EATING HEALTHY, LOTS OF FRUITS AND VEGGIES
- NOT SMOKING!



COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES AGENCY



COUNTY OF SAN DIEGO
HHSA
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 **LIVE WELL**
SAN DIEGO

...A Broader Strategy



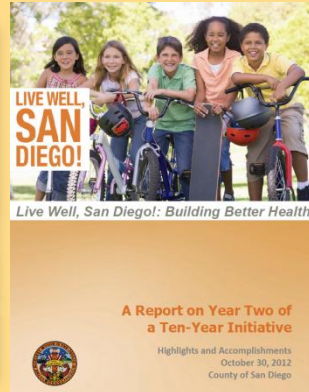
Building
Better
Health

Living
Safely

Thriving



Timeline



2010

2012

2014

2016

2018

2020



2011



2013

2015

2017

2019



Building Better Health

Building a better system

Supporting healthy choices

Policy and environmental changes

Changing the culture from within



Living Safely

Residents are protected

Neighborhoods are safe

Communities are resilient



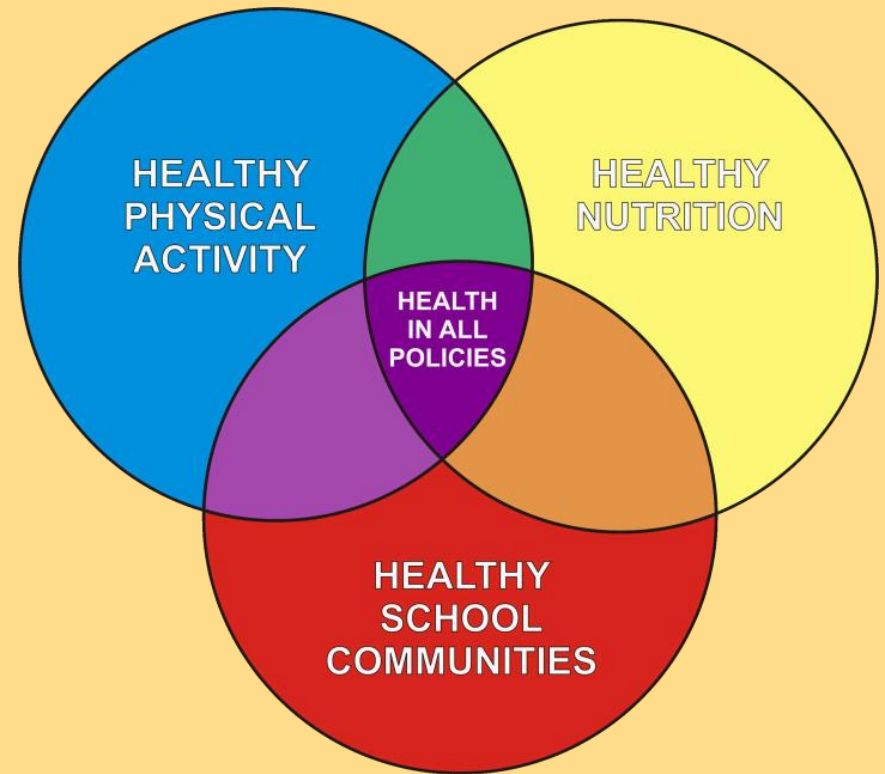
Thriving

- To be rolled out in 2014
- Goal – promoting a region in which residents can enjoy the highest quality of life

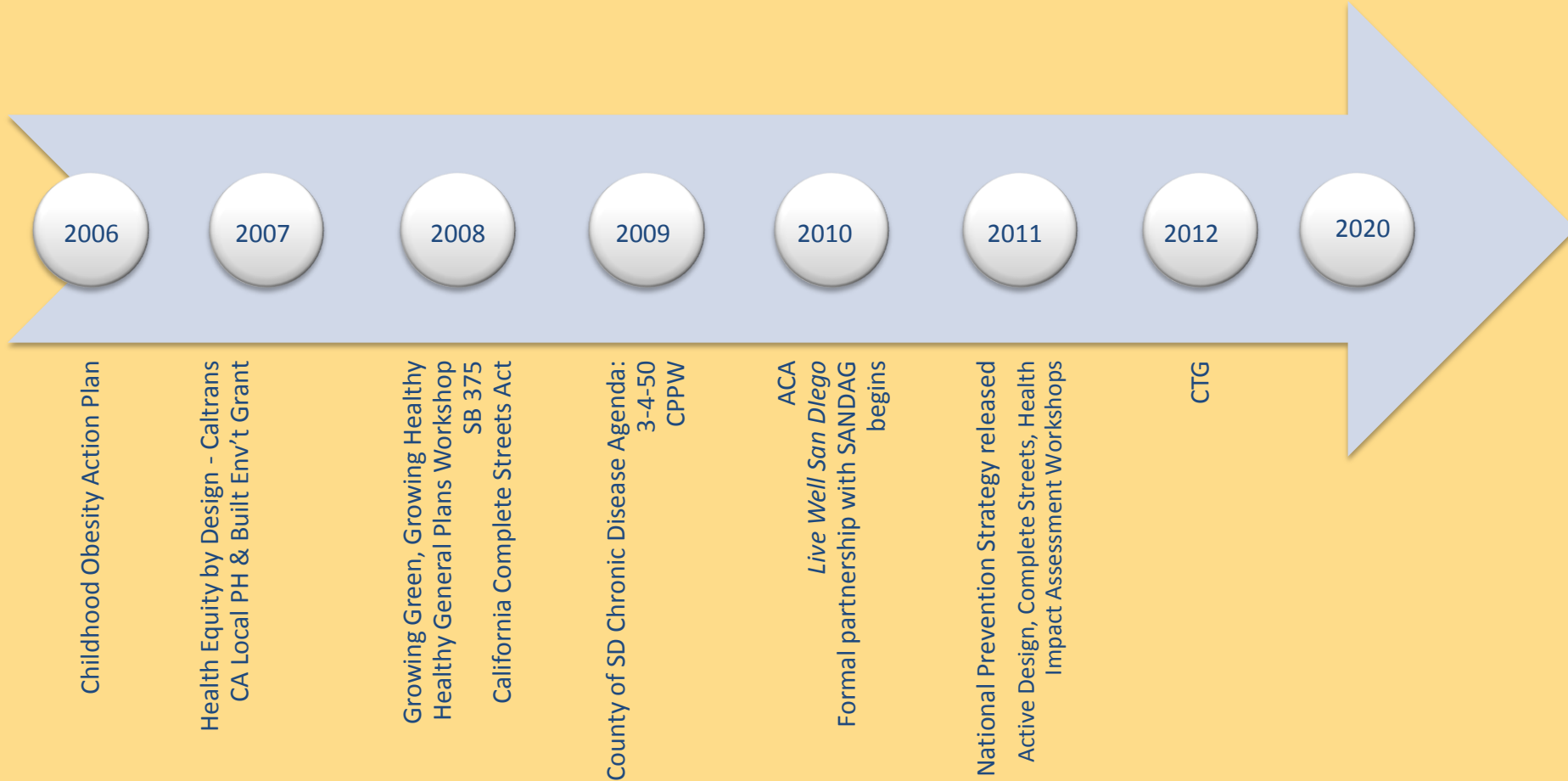


San Diego CPPW Focus Areas

- ▶ **Healthy Nutrition:** increasing availability of fresh produce in communities and facilitating breastfeeding workplace policies
- ▶ **Healthy Schools:** improving nutrition and increasing physical activity in schools
- ▶ **Healthy Places:** changing the built environment to increase physical activity



San Diego: Moving Toward a Healthy Region



Healthy Places



Health
Forecasting



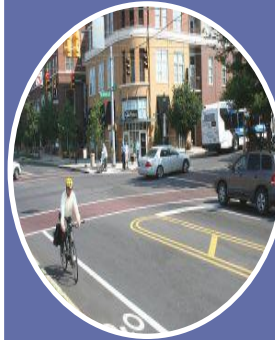
Regional
Planning



Healthy
Communities
Campaign



Safe Routes
to Schools



Active
Commuters
Transportation



Regional
Bikeway
Signage and
Promotion



Community Transformation Grant

1. Tobacco-free Living
2. Active Living and Healthy Eating
3. Clinical Preventive Services
4. Social and Emotional Wellness
5. Healthy and Safe Physical Environments



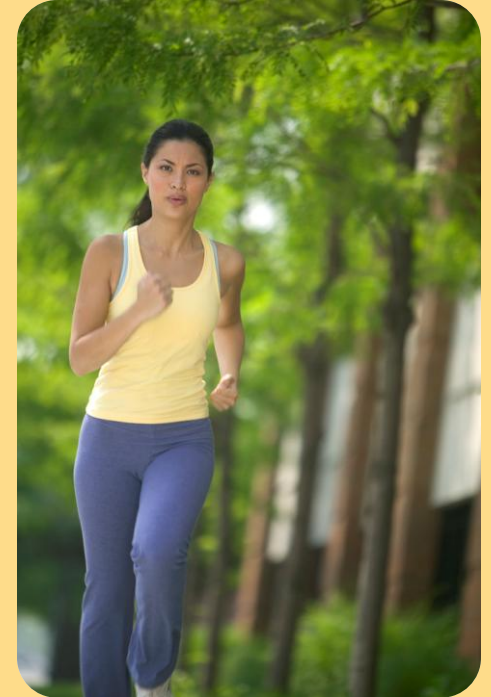
Active Living

- Improve quality and amount of Physical Education and Physical Activity
 - Moderate to Vigorous Physical Activity in Physical Education
 - Physical activity during the school day



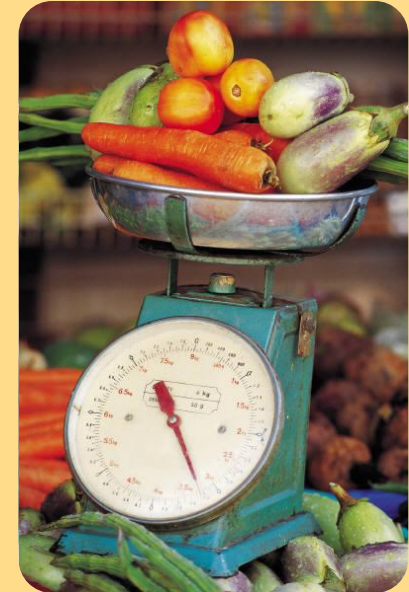
Active Living

- Increase Physical Activity opportunities in the community
 - Safe Routes to School Strategic Plan Implementation
 - Public Health & Wellness Policies for Regional Land Use & Transportation Planning
 - Regional Monitoring & Evaluation for Physical Activity & Public Health



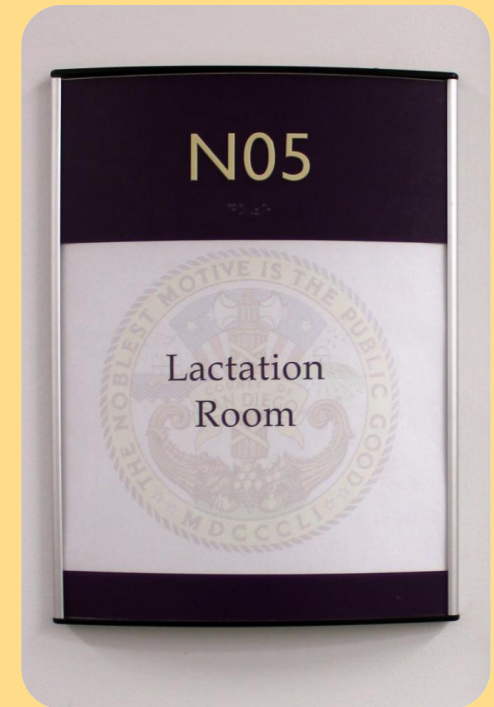
Healthy Eating

- Increase availability/
affordability of foods
 - Healthy Food Systems
 - Farm to Institution
- Improve school nutrition
 - Quality of school food (increase
produce and decrease sodium)



Healthy Eating

- Increase initiation and duration of breastfeeding
 - Workplace Lactation – worksite and school lactation policies
 - Hospital Lactation – baby-friendly or CDPH guidelines per SB 502



Healthy & Safe Physical Environments

- Increase bicycling and walking for transportation and pleasure
 - Establish community design standards for safe streets
 - Complete Streets Policy & Implementation
 - Establish protocols to assess community health and wellness
 - Health Benefits & Impacts Analysis (HIA) program



For more information

- San Diego County Childhood Obesity Initiative

www.OurCommunityOurKids.org

- Live Well San Diego

<http://sdpublic.sdcounty.ca.gov/>

and look for



- Dean Sidelinger

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